MULTIMEDIA UNIVERSITY

STUDENT ID NO

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# MULTIMEDIA UNIVERSITY

# FINAL EXAMINATION

**TRIMESTER 1, 2022/2023 (TERM ID 2210)**

## BIC1014 – INFORMATION SYSTEMS CONCEPTS

(All sections/Groups)

13 FEBRUARY 2023
2:30 P.M. – 4:30 P.M.
(2 Hours)

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## INSTRUCTIONS TO STUDENT

1. This question paper consists of 2 pages with 4 questions only.
2. Attempt **ALL** questions. The distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

## QUESTION 1

(a) It is an undeniable fact that information technology plays a crucial role in any organizations, although the cost of development, adoption and maintenance can increase pretty quickly. Explain **FIVE (5)** reasons that justify organizations' investment in information technology. (10 marks)

(b) Briefly explain why customer relationship management (CRM) is important to an organization. In addition, provide **THREE (3)** advantages that organizations can gain from using a CRM system. (8 marks)

(c) Disruptive technologies may provide significant opportunities for businesses to increase their competitive advantage.

(i) Explain what are disruptive technologies. (4 marks)

(ii) Identify **THREE (3)** current technologies that may have disruptive impact. (3 marks)

(Total: 25 marks)

## QUESTION 2

(a) Cloud computing are the delivery of hosted computing services made available over the Internet. List and explain the **THREE (3)** main categories of cloud computing. For each cloud computing category, provide an actual example of a cloud service available today. (9 marks)

(b) Wireless Sensor Networks (WSNs) is one of the Big Data sources in Internet of Things (IOTs). Managing huge amount of data in WSNs can be pretty challenging compared to regular networks.

(i) List and explain briefly the **FIVE (5)** distinct characteristics of Big Data that makes it quite a challenge to manage. (10 marks)

(ii) Discuss **THREE (3)** advantages that can be gained by an organization from using Big Data with advanced analytics. (6 marks)

(Total: 25 marks)

**Continued...**

## QUESTION 3

(a) Define cybervandalism and discuss why it is a serious problem. As an Internet user, what are the **THREE (3)** signs that you should be aware of that might indicate the occurrence of cybervandalism. (7 marks)

(b) Shopee is an online marketplace that enables its users to either purchase products or sell products. As one of the most popular e-commerce platforms in Malaysia, it purportedly provides users with an easy, secure and fast online shopping experience. Identify and explain its **THREE (3)** main revenue streams. (9 marks)

(c) The e-commerce industry has become increasingly competitive in recent years, especially since the onset of the Covid pandemic that has compelled even traditional brick and mortar businesses to market and sell their products and services on the Internet. Technologies such as predictive analytics, if used correctly, can provide tremendous benefits for e-commerce retailers.

(i) Explain what is predictive analytics. (3 marks)

(ii) In addition, briefly explain **THREE (3)** ways e-commerce retailers can benefit from using predictive analytics. (6 marks)

(Total: 25 marks)

## QUESTION 4

(a) The increasing prevalence of people falling victim to scammers is extremely worrying. There are **THREE (3)** main methods in which scammers may try to wrongfully gain access to your information for financial gain or for perpetrating fraud against you. List and briefly explain each method. (9 marks)

(b) What are some of the practices you can do to prevent falling victim to scammers? Briefly suggest **FOUR (4)** safe practices. (8 marks)

(c) Lack of regulations pertaining to the "user" of user data can lead to an increased risk for fraud or identity thefts. Data protection in Malaysia is governed by the Personal Data Protection Act 2010 (PDPA).

(i) Explain the purpose of the PDPA. (4 marks)

(ii) Provide **TWO (2)** technical solutions for guarding your privacy and anonymity on the Internet. (4 marks)

(Total: 25 marks)

**End of Paper**